
MULTIMEDIA



UNIVERSITY

STUDENT ID NO

--	--	--	--	--	--	--	--	--	--

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2015/2016

MHP7233 – HUMAN PERFORMANCE TECHNOLOGY

(All sections / Groups)

17 MAY 2016
2.00 p. m - 4.00 p.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **SEVEN** pages.
2. Answer **TWO** of the **THREE** questions in **Section A**
3. Answer **TWO** of the **THREE** questions in **Section B**

SECTION A**Instructions:** Answer **only 2 questions** in this section.**QUESTION 1 [10 MARKS]**

- a) What is the definition of Human Performance Technology? (3 marks)
- b) Explain the difference between *designing* and *developing* in Human Performance Technology intervention. (3 marks)
- c) Explain the goal of Human Performance Technology and how you can achieve it in figure 1. (4 marks)

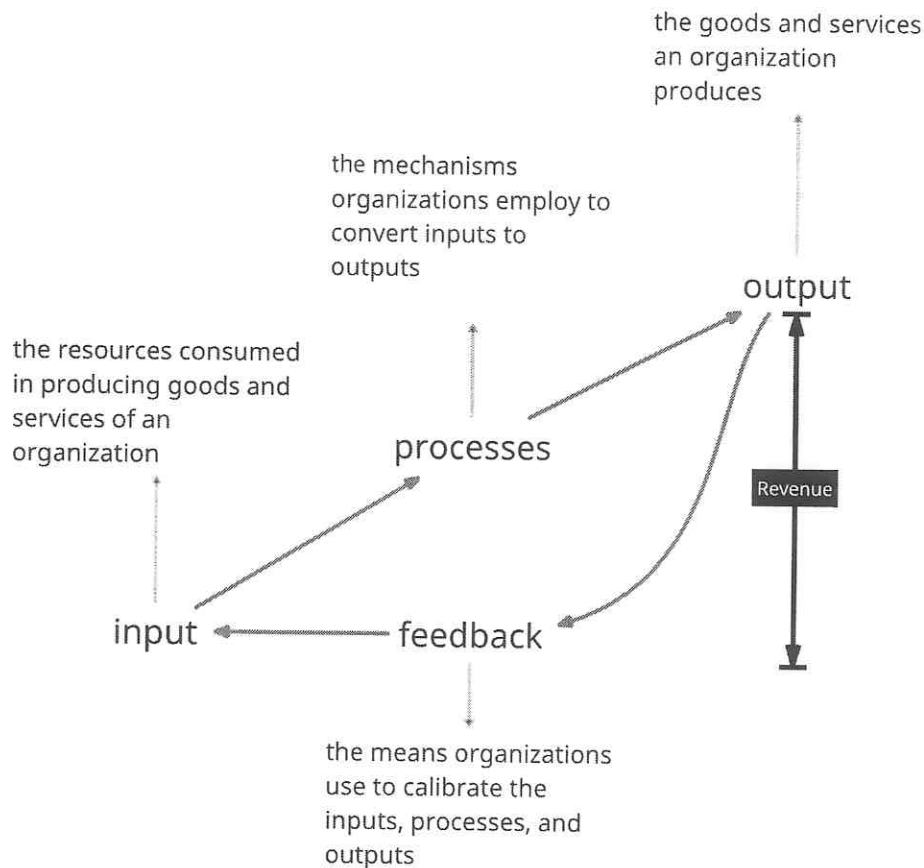


Figure 1 understanding about organization in Human Performance Technology

Continued ...

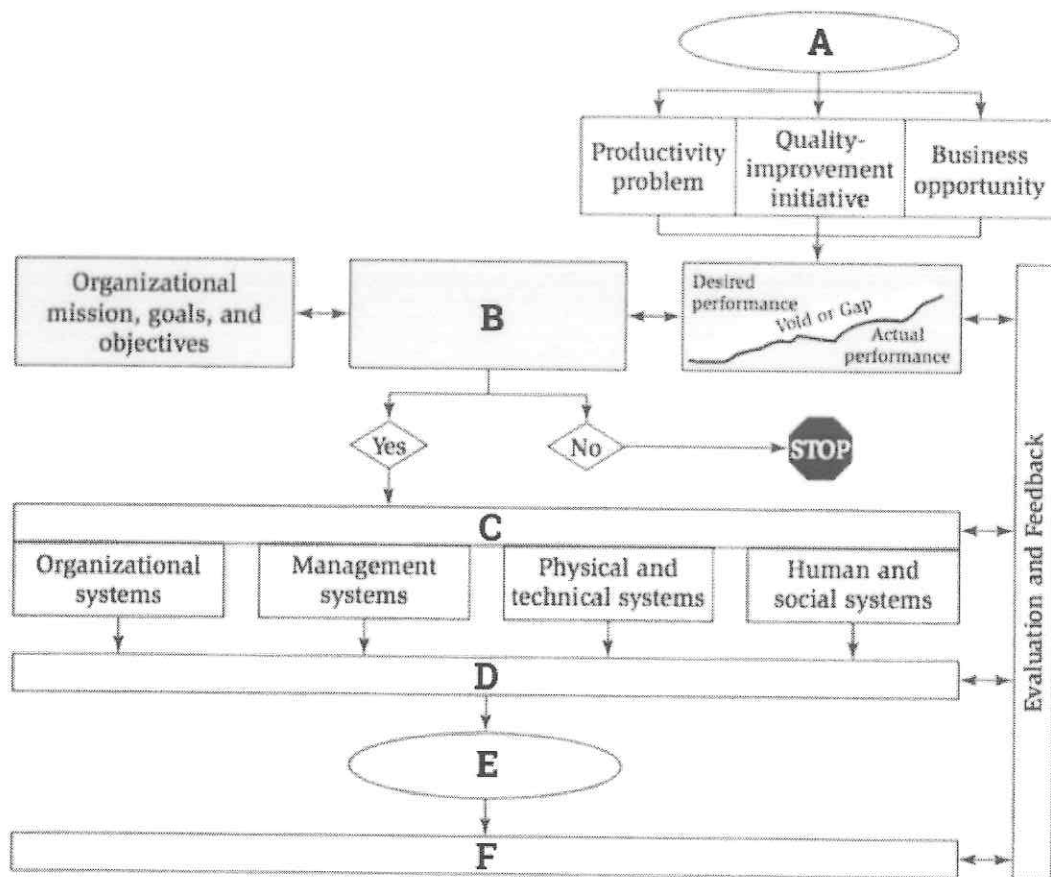
QUESTION 2 [10 MARKS]

Figure 2 Pershing Performance Improvement Process.

- | | |
|------|---|
| i. | Performance Analysis |
| ii. | Perception Analysis |
| iii. | Design, Development, and Implementation |
| iv. | Strategic Alignment |
| v. | Intervention Selection |
| vi. | Feasibility Analysis |

Table 1 Performance Improvement Processes in random order

Continued ...

- a) With reference to Figure 2 and table 1 match two groups. (4 marks)

Figure 2		Table 1
1)	A	i
2)	B	ii
3)	C	iii
4)	D	iv
5)	E	v
6)	F	vi

- b) Write down the name of process B and explain the purpose and the required consideration about target organization during this process. (3 marks)
- c) Write down the name of process A and explain the necessity of this process.

(3 marks)

Continued

QUESTION 3 [10 MARKS]

a) Explain four main principles of Performance Technology.

(5 marks)

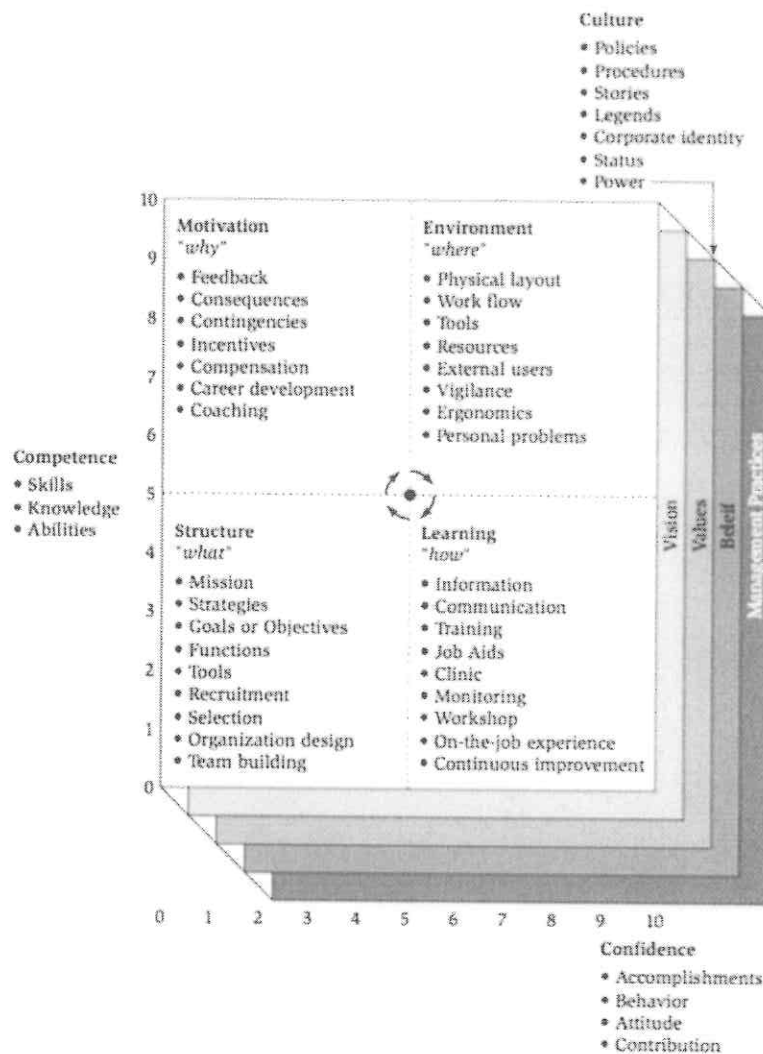


Figure 3 Performance Map, Source: Addison and Johnson, 1997, p. 4.

b) Explain the necessity of figure 3 as a tool for Human Performance Technology with an appropriate example. (5 marks)

Continued

SECTION B : ESSAY [20 MARKS]**Instructions:** Answer only 2 questions in this section.**QUESTION 1 [10 MARKS]***Para.*

- 1 The two varieties of interpretation I have outlined indicate how artifacts can have political qualities. In the first instance we noticed ways in which specific features in the design or arrangement of a device or system could provide a convenient means of establishing patterns of power and authority in a given setting. Technologies of this kind have a range of flexibility in the dimensions of their material form. It is precisely because they are flexible that their consequences for society must be understood with reference to the social actors able to influence which designs and arrangements are chosen. In the second instance we examined ways in which the intractable properties of certain kinds of technology are strongly, perhaps unavoidably, linked to particular institutionalized patterns of power and authority. Here, the initial choice about whether or not to adopt something is decisive in regard to its consequences. There are no alternative physical designs or arrangements that would make a significant difference; there are, furthermore, no genuine possibilities for creative intervention by different social systems-capitalist or socialist-that could change the intractability of the entity or significantly alter the quality of its political effects.

Source: Winner, Langdon. "Do Artifacts Have Politics?" *Daedalus* 109, no. 1 (1980): 121–36.

- 2 In April 1965 DEC introduced another breakthrough computer, the PDP-8. Two characteristics immediately set it apart. The first was its selling price: \$18,000 for a basic system. The second was its size: small enough to be mounted alongside standard equipment racks in laboratories, with no special power or climate controls needed. ... The computer came to be called a "mini," inspired by the Morris Mini automobile, then being sold in the United Kingdom, and the short skirts worn by young women in the late 1960s. The era of personal, interactive computing had not yet arrived, but it was coming.

Source: Ceruzzi, Paul E. *Computing: A Concise History*. The MIT Press Essential Knowledge Series. Cambridge, Mass: MIT Press, 2012. 72-74

- a) With reference to paragraph 1 discuss and give your own opinion about technological determinism with an appropriate exemplification. (5 marks)
- b) With reference to paragraph 1 and 2 give your opinion about how computers can have political qualities in organization. (5 marks)

Continued ...

QUESTION 2 [10 MARKS]*Para.*

- 3 The sequence of examples also strategically juxtaposes media simulations with other kinds of simulations in order to emphasize that simulation of media is only a particular case of the computer's general ability to simulate all kinds of processes and systems. This juxtaposition of examples gives us an interesting way to think about computational media. Just as a scientist may use simulation to test different conditions and play different what/if scenarios, a designer, a writer, a musician, a filmmaker, or an architect working with computer media can quickly "test" different creative directions in which the project can be developed as well as see how modifications of various "parameters" affect the project. The latter is particularly easy today since the interfaces of most media editing software not only explicitly present these parameters but also simultaneously give the user the controls for their modification. For instance, when the Formatting Palette in Microsoft Word shows the font used by the currently selected text, it is displayed in a column next to all other fonts available. Trying different fonts is as easy as scrolling down and selecting the name of a new font.

Source: Manovich, Lev. *Software Takes Command*. Vol. INTERNATIONAL TEXTS IN CRITICAL MEDIA AESTHETICS. 5 vols. Bloomsbury Academic, 2013. 104

- 4 By thinking systemically we are able to view the enterprise as a complete system comprising the following components (adapted with permission from International Society for Performance Improvement, 2004):

Receivers: The system stakeholders who receive or are directly affected by the result.

Results: The accomplishment, or that which is produced or created by a process, including products and services.

Process: The sequence of actions in the value chain that produces the desired results.

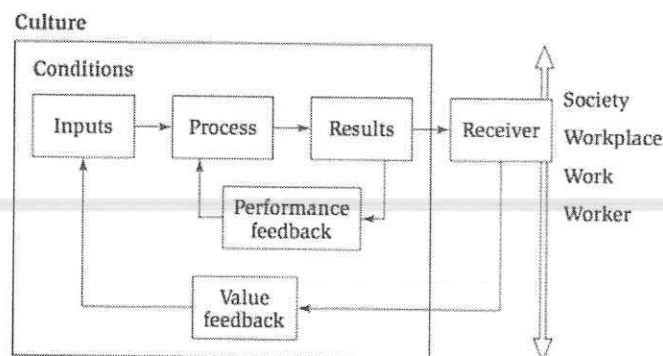


Figure 4 Systems model

Source: Manovich, Lev. *Software Takes Command*. Vol. INTERNATIONAL TEXTS IN CRITICAL MEDIA AESTHETICS. 5 vols. Bloomsbury Academic, 2013. 104

Continued ...

-
- a) With reference to paragraph 3 give your own opinion about the potential of computer as meta-medium in socio-cultural context. (5 marks)
- b) Referring to paragraph 3 and 4 explain the difference between *performance feedback* and *value feedback* with an appropriate computer-based media system example. (5 marks)

QUESTION 3 : [10 MARKS]

- a) Suggest your own systematically approached process to improve MMU CamSys by identifying needs and recommending solutions throughout given sequential steps below. (10 marks)
- *Need*
 - *Results*
 - *What*
 - *How*
 - *Do*
 - *Evaluate*

End of Paper